

Law Office Management – How to Make Money as a Lawyer

OFFICE PHONE: 281-705-0762 (Grabowski cell); 713-254-4551 (Hancock Cell), 713-485-7205 (Doyle Office)

COURSE SCHEDULE: Fall 2024 - M, W 4:00 pm to 5:30 PM, rm. 210

COURSE NAME: 5321 Law Office Management: How to Make Money as a Lawyer 15727

MODE OF INSTRUCTION: Face-to-Face

OFFICE HOURS: Please email Profs. Doyle, (doyle@reynoldsfrizzell.com.com) Grabowski (paul.grabowski@bracewell.com) or Hancock (ahancock@grayreed.com) to arrange a mutually convenient time to meet.

GRADING:

Attendance and Participation (See below) (50%)

Quizzes - 25%

Participation - 25%

Exam (50%)

Short Answer / Multiple Choice based on two questions from each week of class.

COURSE OBJECTIVES & LEARNING OUTCOMES: This course is divided in to three sections: The Business of Being a Lawyer, Business Development, Marketing, Communications and finally, professional development skills that can be utilized throughout one's career. In detail, students will be provided insight into various aspects of billing structures, client expectations, and operating as a business professional. Additionally, students will be provided with an overview of how to develop client relationships, marketing and branding, communication techniques and the rules that govern these aspects of the practice. Finally, students will be afforded real world examples of life as a legal profession, including insight from guest speakers on the different aspects of career growth and development.

REASONABLE ACADEMIC ADJUSTMENTS/AUXILLIARY AIDS: The University of Houston complies with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, pertaining to the provision of reasonable

academic adjustments/auxiliary aids for disabled students. In accordance with Section 504 and ADA guidelines, UH strives to provide reasonable academic adjustments/auxiliary aids to students who request and require them. If you believe that you have a disability requiring an academic adjustments/auxiliary aid, please contact [the Justin Dart Jr. Student Accessibility Center](#) (formerly the Justin Dart, Jr. Center for Students with DisABILITIES).

PREFERRED NAME/PRONOUN:

We will gladly honor your request to address you by an alternate name or gender pronoun. Please advise us of this preference early in the semester so that we may make appropriate changes to our records.

ATTENDANCE: The primary means of learning in this course is through class speakers and class discussions. As a consequence, attendance is heavily weighted. Attendance will be taken through a class quiz. The quiz will be two to three questions based on the information in the prior class. If you attended class, the answer to the quiz should be simple. You will not be quizzed on outside reading assignments. Falsifying a quiz, taking a quiz for another student, or accessing the quiz from outside of the classroom violates the law school's Code of Academic Conduct.

BETTER LATE THAN NEVER: Try to be on time to class. But if you arrive late, come to class anyway.

PREPARATION AND PARTICIPATION: A significant portion of your grade is based on participation. That means coming to class having considered the course materials and prepared thoughtful questions and discussion topics which you volunteer to discuss. If you raise your hand and contribute something useful or ask an insightful question you will receive full credit. If you stay quiet, you'll receive zero credit. It's pretty straightforward.

ABOUT THE FINAL EXAM: The final exam is a multiple-choice exam that is taken by computer. The exam will be given in-person on the designated date. Once started, the exam must be completed within 3 hours. Students who receive additional time can simply let us know and additional time will be given.

GRADES: The Law Center requires that the final grades conform to a specific curve, and we comply with that requirement. Because of the nature of this class and the discussion format, the gap between the high and low grades is relatively small. Consequently, class attendance, participation, and quiz grades can, and often do, separate the top performers from the middle of the pack. If you need to achieve a very high grade and do not intend on attending and participating in class, please select another course. While we appreciate the need for high grades, we are powerless to change the school's grading curve.

Because of problems in the past, the quiz must contain a network id indicating that the quiz was taken in class. It is your responsibility to verify that your computer or phone is connected to the in-class Wi-Fi at the time that the quiz is taken. Additionally, two quiz grades will be dropped. There will be no quiz retakes.

RECORDING OF CLASS: Students may not record all or part of class, livestream all or part of class, or make/distribute screen captures, without advanced written consent of the instructor. If you have or think you may have a disability such that you need to record class-related activities, please contact the [Justin Dart, Jr. Student Accessibility Center](#). If you have an accommodation to record class-related activities, those recordings may not be shared with any other student, whether in this course or not, or with any other person or on any other platform. Classes may be recorded by the instructor. Students may use instructor's recordings for their own studying and notetaking. Instructor's recordings are not authorized to be shared with *anyone* without the prior written approval of the instructor. Failure to comply with requirements regarding recordings will result in a disciplinary referral to the Dean of Students Office and may result in disciplinary action.

SYLLABUS CHANGES: Due to the changing nature of the topics for this class, please note that the instructor(s) may need to make modifications to the course syllabus and may do so at any time. Notice of such changes will be announced as quickly as possible through email notification to all students.

TITLE IX/SEXUAL MISCONDUCT: Per the UHS Sexual Misconduct Policy, your instructor is a “responsible employee” for reporting purposes under Title IX regulations and state law and must report incidents of sexual misconduct (sexual harassment, non-consensual sexual contact, sexual assault, sexual exploitation, sexual intimidation, intimate partner violence, or stalking) about which they become aware to the Title IX office. Please know there are places on campus where you can make a report in confidence. You can find more information about resources on the Title IX website at <https://uh.edu/equal-opportunity/title-ix-sexual-misconduct/resources/>.

SECURITY ESCORTS AND COUGAR RIDE: UHPD continually works with the University community to make the campus a safe place to learn, work, and live. Our Security escort service is designed for the community members who have safety concerns and would like to have a Security Officer walk with them, for their safety, as they make their way across campus. Based on availability either a UHPD Security Officer or Police Officer will escort students, faculty, and staff to locations beginning and ending on campus. If you feel that you need a Security Officer to walk with you for your safety, please call [713-743-3333](tel:713-743-3333). Arrangements may be made for special needs.

Parking and Transportation Services also offers a late-night, on-demand shuttle service called Cougar Ride that provides rides to and from all on-campus shuttle stops, as well as the MD Anderson Library, Cougar Village/Moody Towers and the UH Technology Bridge. Rides can be requested through the UH Go app. Days and hours of operation can be found at <https://uh.edu/af-university-services/parking/cougar-ride/>.

HONOR CODE: The UHLC Honor Code applies to all aspects of this course. You are responsible for knowing all Honor Code provisions and for complying with the Honor Code. Please inquire if you have any questions regarding how the Honor Code’s provisions apply to specific activities or situations related to this course. Your continuing enrollment in this course is deemed to be a pledge by you under the Honor Code to comply with the Honor Code in relation to this course and to comply with the instructions in the course syllabus.

AI GENERATED TEXT AND WORK PRODUCT: The software technology known as artificial intelligence has recently expanded its capability to generate text (AI Generated Text). Examples of the technology include what are known as “generative” large language models (LLMs), and a specific implementation what is well known in the general public is ChatGPT. These systems can generate text in response to prompts and/or input of other text/documents/code/images. The output, the AI Generated Text, appears to have human-mimicking “intelligence” and is thus potentially usable as a substitute for written material one might generate themselves. AI Generated Text can include computer code or programs as well as human language content.

Your continuing enrollment in this course obligates you not to knowingly prompt, generate, or use any AI Generated Text in relation to any activity or assessment in this course. This applies to AI Generated Text from yourself or others. This obligation includes that your assessment materials in the course is without any contribution from AI Generated Text. This obligation specifically extends to : AI Generated Text will be treated as from another/others in applying the plagiarism policy to this course. The term “assessment” means any work product generated for this course that is submitted to the instructor or presented in a class session, regardless whether it is graded content or not. Assessments include mid-terms and final exams. AI Generated Text may not be used in the development or drafting of any assessments created by you in a non-proctored environment, such as a “take-home” final examination unless specified as an exception below. The parts of the Honor Code that refer to unauthorized materials or aid are specifically prohibited from any use of AI Generated Text in this course unless specified as an exception below.

HELPFUL INFORMATION:

- Coogs Care: <https://uh.edu/dsa/coogscare/>
- Student Health Center: <https://www.uh.edu/healthcenter/>

Course Topics and Assignments*

*Assignments are still being developed and subject-to-change. Each class will have corresponding assignments, informational interviews and/or reading.

I. Introduction

Date	Topic	Assignment
8/24	Course Introduction • Our backgrounds/why are we teaching this class? • Class Structure/Goals and Objectives for the semester	Be prepared to share what you <i>think</i> you want to do upon law school graduation with the professors/the students in class

I. Business & Client Development

8/26	Marketing, Business Development & Communications – What’s the Difference?	
8/31	The Six Pillars of Business Development	• Read pages 1-32 - <i>How Clients Buy</i> • Read pages 7-40 - <i>ABCs of Legal Marketing</i>
9/2	Communication and Effective Communications	• Read pages 33-68 - <i>How Clients Buy</i> • Read pages 41-66 - <i>ABCs of Legal Marketing</i> • Review: Creating Your Advantage Workbook Section 1& 2
9/7	LABOR DAY – NO CLASS	
9/9	Networking Basics – Using the Age-Old Tools to Establish Your Practice	• Read pages 69-112 - <i>How Clients Buy</i>

		• Read pages 67-86 - <i>ABCs of Legal Marketing</i> • Review: Creating Your Advantage Workbook Section 3
9/14	Your Digital presence in the Legal Profession: Websites, Social Media and Advertising – The Process and Return on Investment	• Read pages 113-148 - <i>How Clients Buy</i> • Read pages 87-101 - <i>ABCs of Legal Marketing</i> • Review: Creating Your Advantage Workbook Section 4
9/16	Mental Health and Wellness in the Legal Profession	• Please take (or print out) resources provided to the class re: this topic
9/21	Introduction to Developing an Individual Marketing Action Plan – IMAP	• Read pages 149-192 - <i>How Clients Buy –</i> • Read Pages 102-121 - <i>ABCs of Legal Marketing</i> • Review: Creating Your Advantage Workbook Section 5
9/23	IMAP Development (Continued) & What Do Clients Want to See	• Read pages 193-256 <i>How Client Buy</i>

II. Introduction to the Business of Being a Lawyer [in Texas]

Date	Topic	Assignment
9/28	Embrace Money	
9/30	Be a Business, Not Just a Lawyer	
10/5	Know Yourself (and Your Business)	
10/7	Business Success Starts at Home	
10/12	Know Your Client	

10/14	Seek Out Blind Spots	
10/19	Manage Cash Flow Wisely	
10/21	Leverage is Mandatory	
10/26	Measurements, Metrics and Reports are Your Friend	

III. Professional Development

Date	Topic	Assignment
10/28	The Importance of Effective Networking and Strategic Relationship-Building in the Legal Profession; (and how to build reciprocal relationships when interacting and working with partners, senior attorneys, supervising attorneys and <i>all</i> other colleagues in the legal profession),	Provide list of career goals, expectations you have of the firm, judge, company, gov.'t agency or legal organization (or any post law school employer) you may join and what you think will be expected of <i>you</i> from your current employer?
11/2	Law Firm Hiring Partner's Perspective – What are Legal Organizations Looking for When Making Their Hiring, Retention and Promotion Decisions? • How to be a Valuable Team Member from Day 1 in your first legal job? • How Best to Provide Value to Both Your Internal <i>and</i> External Clients? • What clients expect from their outside counsel and the junior attorneys who work on their matters? What law students should be doing <i>today</i> to build successful professional relationships they'll need <i>tomorrow</i> ?	Gabe Vick , Civil Litigation Partner, Board Member, Executive Committee Member and Hiring Partner at Gray Reed

11/4	Law Firm Managing Partner's Perspective: • What do you look for in associates you hire (and work) with? • A Managing Partner's View of what drives value • What takes an associate from day 1 to year 3, successfully? • What are some "career killers" you've seen people make – especially early in their careers? • What are the things that keep a Managing Partner "up at night" worrying about when it comes to leading the law firm of today? • What experiences or relationships from your time as a law student here at UHLC prepared you for the role you have at Gray Reed today?	Kyle Sanders , Managing Partner, Executive Committee and Board of Directors member, Family Law Partner at Gray Reed and UHLC Alum
11/9	Running a Law Firm Like a Business – from a Former Consultant's/Professional Services, Business Person's Perspective: <i>"The Business of Law:"</i> • What do entry-level attorneys need to understand about the business of law when they start practicing? • What are some <i>specific</i> things they can do to gain that understanding <i>now</i> and then exhibit it early on? And • How will doing so advance their careers?	Mark Gargiulo , COO of Gray Reed, Former Accenture Director and Consultant, Rice University Alum
11/11	The Different Types of Law You Can Practice:	Former DA/Crim Def. Atty.,

	• Criminal Defense Attorney • Plaintiff's Attorney • Solo Practitioner -or- • Practice Advice from the Bench	Solo Practitioner/Firm Owner, Plaintiff's P/I Atty. and/or Judge
11/16	What Else Can You Do With a Law Degree? – Panel of Non-Traditional JD's: • How they got into their current careers? • How having their JD's help them in their chosen profession?	Tim Regan, J.D. Founder/Owner of ELR Legal Search and Michele Pilibosian, CAA of Allen Boone, Humphries, Robinson (Public Finance/MUD law firm) and UHLC Alum
11/18	How to Be Successful at Whatever you do post law school graduation – A Refresher on the Basics of General Business Etiquette and Professionalism in the Legal Field	Please take (or print out) resources provided to the class re: this topic <i>(Potential "extra" lecture, if schedule conflicts arise or we need a sub-in lecturer at any point in the semester)</i>
11/23	How to Best Use AI for the Business Side of Being a Lawyer	
11/25 - 11/29	THANKSGIVING – NO CLASSES	
11/30	Review for the Final	Last Day of Class!
12/2-10	Final Exam Period	